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R. J. REYNOLDS TOBACCO COMPANY

WINSTON-SALEM, NC

FACSIMILE COVER SHEET

FAX NO.: (716)634-3145 DATE: 4-18-94

ATTENTION: Scott Steen

FROM: Aleta Howell PHONE: 910-741-5914

OUR FAX NO.: 910-741-2300 PAGE 1 OF 4

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04/18/94 15:31 ☎919 741 2885 RJR 001

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Change Sponsor to Sponsors Winners to Winner to Buyer

J.R.COBB
SWEEPSTAKES RULES
DRAFT
5:12 PM 4/14/94
(765-3630 Ext 231) Fax: 659-0728

approved by Greg Glynn 4/18/94 (Greg comments in blue)

Head:

OFFICIAL RULES

MUST BE A SMOKER, 21 YEARS OF AGE OR OLDER TO ENTER.

NO PURCHASE NECESSARY. Here's How To Enter:

1. On an official entry form, hand print your name, home address and home phone number. Entries missing name and address or on which the certification box has not been fully completed (including entrant's signature) will be considered ineligible.

2. ~~Mail~~ Deposit your entry to at any of the following participating locations: New York State Fair, A Plus, Fay's Drugs, Kinney Drugs, Nice & Easy Grocery Shoppes, P&C, and Sugarcreek. ~~All entries must be mailed via U.S. Postal Service first class mail (no express, registered or certified mail accepted). Participants must pay postage when submitting entries/proofs.~~ No reproductions of entry forms accepted. (Alternatively, you can enter by ~~writing to: _____, Alternative Entries,~~ writing on a plain piece of white paper your name, home address, home phone number, birth date, and the signed statement, "I certify that I am a current smoker; that I am 21 years of age or older; and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law." Alternative entries must be legible, must contain all the required information and must be ~~mailed in a #10 envelope~~ deposited at a participating location/retailer to be eligible.) You may enter as many times as you like, ~~but only one sweepstakes entry per envelope (mailed separately) is~~ allowed. Incomplete, illegible, or mutilated entries are ineligible. Sponsor is are not responsible for ~~lost~~, late, ~~damaged, postage due, misdirected or slow-~~ lost ~~delivered mail~~ entries.

(WIN-4-ME)

3. The New York State Fair Corvette Sweepstakes is open to legal residents of the ~~United States (D.C. included)~~ ~~State of New York~~ (United States, State of New York D.C. included) who are 21 years of age or older and are smokers as of the date of entry, except employees of R.J. Reynolds Tobacco Company, its affiliates, subsidiaries, advertising and promotion agencies, and employees of the New York State Fair, A Plus, Fay's Drugs, Kinney Drugs, Nice & Easy Grocery Shoppes, P&C, and Sugarcreek, and the immediate families of each. All federal, state and local laws and regulations apply. Offer void ~~in MA, MI, and~~ wherever prohibited by law. Prize delivery limited to United States only.

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4. R.J. Reynolds Tobacco Company ~~and Nabisco is~~ are the sponsors of this promotion. All entries become the property of the sponsor and will not be returned. Sponsor will not acknowledge receipt of nor confirm eligibility or ineligibility of any entry(s). Sponsor will not return any ineligible entries.

5. All entries must be received by September 5, 1994. There will be one (1) ~~First Prize~~ Winner, ~~Second Prize Winners; and Third Prize Winners.~~ Winner will be determined by a random drawing from among all entries received. Odds of winning depend on the number of eligible entries received. The drawing will be held on or about September 6, 1994 by an independent judging organization whose decisions are final on all matters relating to this promotion. Provisional prize winner will be notified by mail. Provisional prize winner must execute and return an Affidavit of Eligibility/Release of Liability/Publicity/Prize Acceptance Form within 20 days of attempted delivery. Provisional prize winner is subject to age verification. Noncompliance within the 20-day time period or return of any provisional prize notification as undeliverable may result in disqualification and the selection of an alternate provisional prize winner. No substitution, transfer of prize or election of cash in lieu of prize will be permitted except at sole discretion of sponsor. ~~First Prize~~ winner must be licensed driver at the time of prize acceptance. All federal, state, and local income as well as federal, state, and local registration, title, licensing fees and insurance costs, if applicable and other taxes on prize are the sole responsibility of the winner. ~~First~~ prize winner does not have choice of car color or options. In the event of prize unavailability, sponsor reserves the right to substitute a prize of equal or greater value. Acceptance of prize offered constitutes permission to use winner's name, biographical information, and/or likeness for purposes of advertising and promotion without further compensation, unless prohibited by law. All prizes will be awarded and will be fulfilled in 1994.

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6. PRIZES: The following prizes will be awarded: ~~First Prize of~~ One (1) 1994 Corvette, valued at approximately $36,000. ~~; Second Prize comprised of _____, valued at approximately _____ each; and Third Prizes of _____, valued at approximately _____ each. Total value of all prize values is _____.~~

7. Any game materials, including without limitation the offer, rules, ~~[game piece]~~, and announcement of winners, containing production, printing or typographical errors or obtained outside authorized, legitimate channels are automatically void and the liability of the sponsor, if any, is limited to the replacement of such materials and recipient agrees to release sponsor, ~~its~~ their parents, the judging organization and their respective officers, directors,

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employees and agents from any and all losses, claims, or damages that may result.

10. By claiming a prize, winners agree that R.J. Reynolds Tobacco Company, Nabisco Foods Group and the judging organization and their respective officers, directors, employees and agents shall have no liability for any injuries, losses or damages of any kind (including death) resulting from acceptance, possession, participation in or use of any prize.

11. For advance copies of Affidavit of Eligibility/Release of Liability/Publicity/Prize Acceptance Form or the names of prize winners (available after October 15, 1994) send a separate, self-addressed stamped envelope to: _____, Winners List, _____ _____. Indicate "Affidavit" or "Winners List" as applicable on the outside of the envelope.

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